

Content + Conversion Optimization = Winning Formula

MANUFACTURER OF PROTOTYPES FOR THE INITIAL STAGES OF PRODUCT DEVELOPMENT AND DESIGN



“Our business is very specialized. Straight North has done a fine job of learning the prototyping industry and delivering very promising leads — not things every agency is capable of doing.”

MATT DAVIS
CO-FOUNDER



STRATEGY

Our strategy involved the production and marketing of long-form content, on-site conversion optimization, and long-tail keyword targeting. Because of the technical nature of RevPart’s business, we produced sophisticated, in-depth content on a wide range of very specialized manufacturing topics.

KEY TACTICS

- ▶ Promoted industry thought leadership through publication of on-site technical blog content.
- ▶ Showcased competitiveness and relevance through long-form service page content aimed at industrial engineers.
- ▶ Acquired relevant links to engineering-themed websites and blogs using the newly created long-form service page content.

RESULTS

- ▶ Organic target page traffic increased **24%**
- ▶ Conversions now averaging **~320/month**

AMAZING FACT

- ▶ In 12 months, organic conversions surged 752%, due to focus on conversion optimization.



STRAIGHTNORTH
Make every click count.®